

Proposed Redevelopment Plan for Atlantic City ● Norfolk, Virginia

Advisory Services Panel

March 3 - 8, 2002





Developing an Urban Waterfront Village

Panel Members

- John McIlwain, Panel Chair
ULI Fellow, Washington, DC
- Charles Hewlett, Robert Charles Lesser & Company, Chevy Chase, MD
- David Scheuer, Retrovest Companies, Burlington, VT
- David Spillane, Goody Clancy & Associates, Boston, MA
- Bruce Hazzard, Design Workshop, Asheville, NC

Panel Members

- Linda Walchli, TDA, Inc., Seattle, WA
- Jim Lawson, Director of Planning & Development, Little Rock, AR
- Arthur Sonnenblick, Sonnenblick-Goldman Company, New York, NY
- Tim Bazley, BLUEWater Design Group, San Pedro, CA

Market Potential

The background of the slide is a dark blue field filled with various geometric shapes and lines. There are several large, light blue triangles and polygons of different sizes and orientations. Overlaid on these shapes are numerous thin, light blue lines that crisscross the entire slide, creating a complex, abstract pattern. The overall effect is modern and dynamic.

Market Potential

● Market Opportunities

- Return to downtowns
- Mixed-use waterfront village
- Proximity to Medical Complex & Ghent, downtown

● Market Challenges

- Size/depth of market
- Improve connections/access
- Incompatible uses
- Infrastructure/site costs
- Need/opportunity to create from scratch

Market Potential

- Product Opportunities
 - Residential
 - Marina
 - CCRC
 - Hotel – Extended Stay
 - Convenience Retail
 - Institutional/BTS – Medical, Education, Federal

Market Potential Housing

- Demonstrated demand for rental and for-sale housing.
- Demographics support growth in key segments.
- With proper design and public investment, demand can be met on this site.

Market Potential Housing

- Current housing values and site conditions indicate public investment will be required to support housing.
- Recommended densities should be adequate to support land cost and public investment.
- Higher densities are not feasible in today's market.
- Repositioning of site and site amenities are key to making housing viable.

Planning and Design

The background of the slide is a dark blue gradient. It features several broad, diagonal stripes in a slightly lighter shade of blue. Overlaid on these stripes is a complex network of thin, light blue lines that intersect at various angles, creating a web-like or circuit-like pattern. The overall aesthetic is modern and technical.

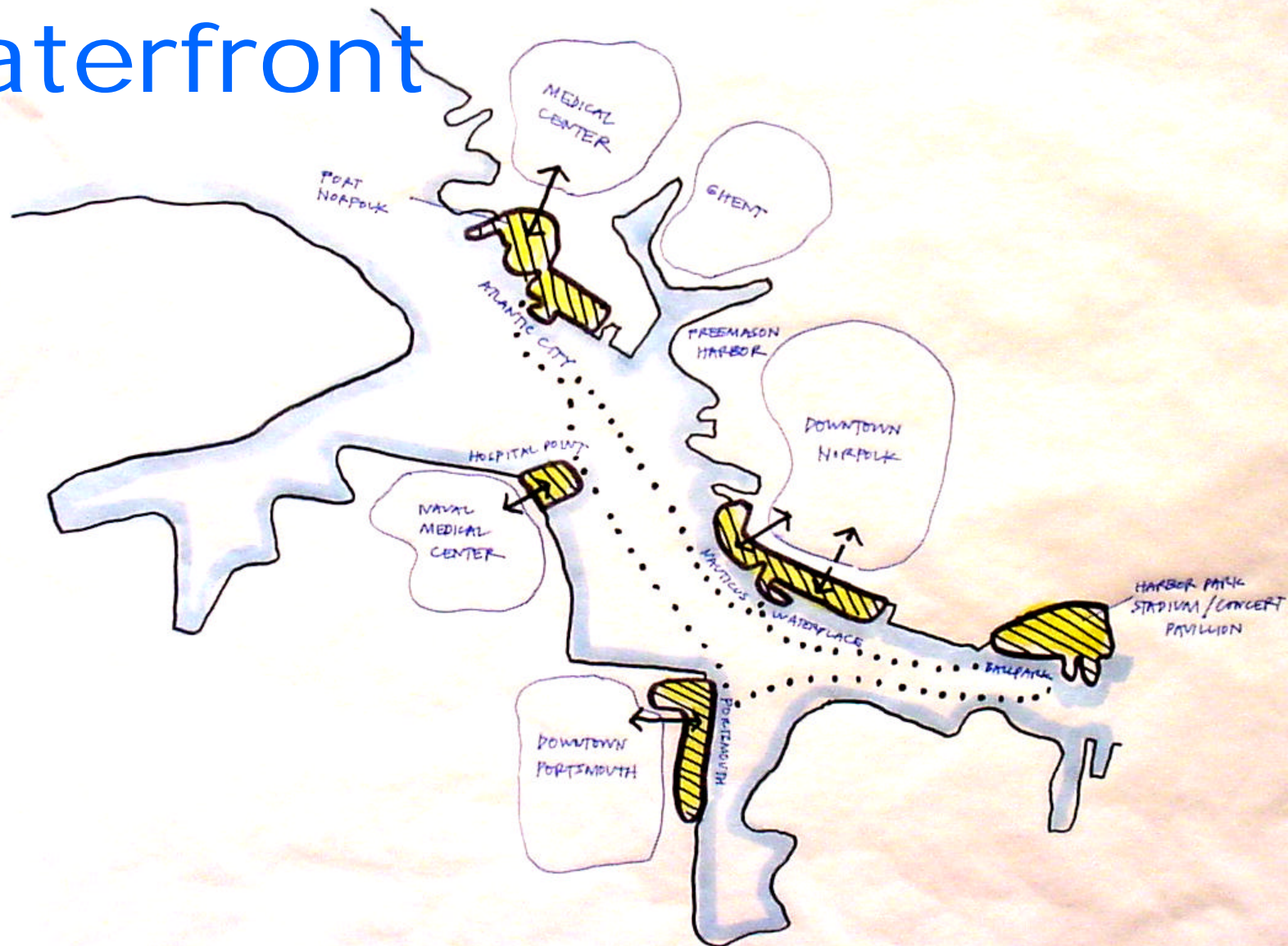
Challenges/Constraints

- Patchwork ownership inhibits cohesive sense of place – a lost opportunity
- Poor image and identity
- Poor condition of roadways and utilities
- Single access from Brambleton Avenue insufficient to support future development

Opportunities

- Build on the success of the downtown waterfront
- Create a new waterfront destination
- Expand public access to the water
- Enhance visibility and public use of Fort Norfolk
- Create a new residential neighborhood

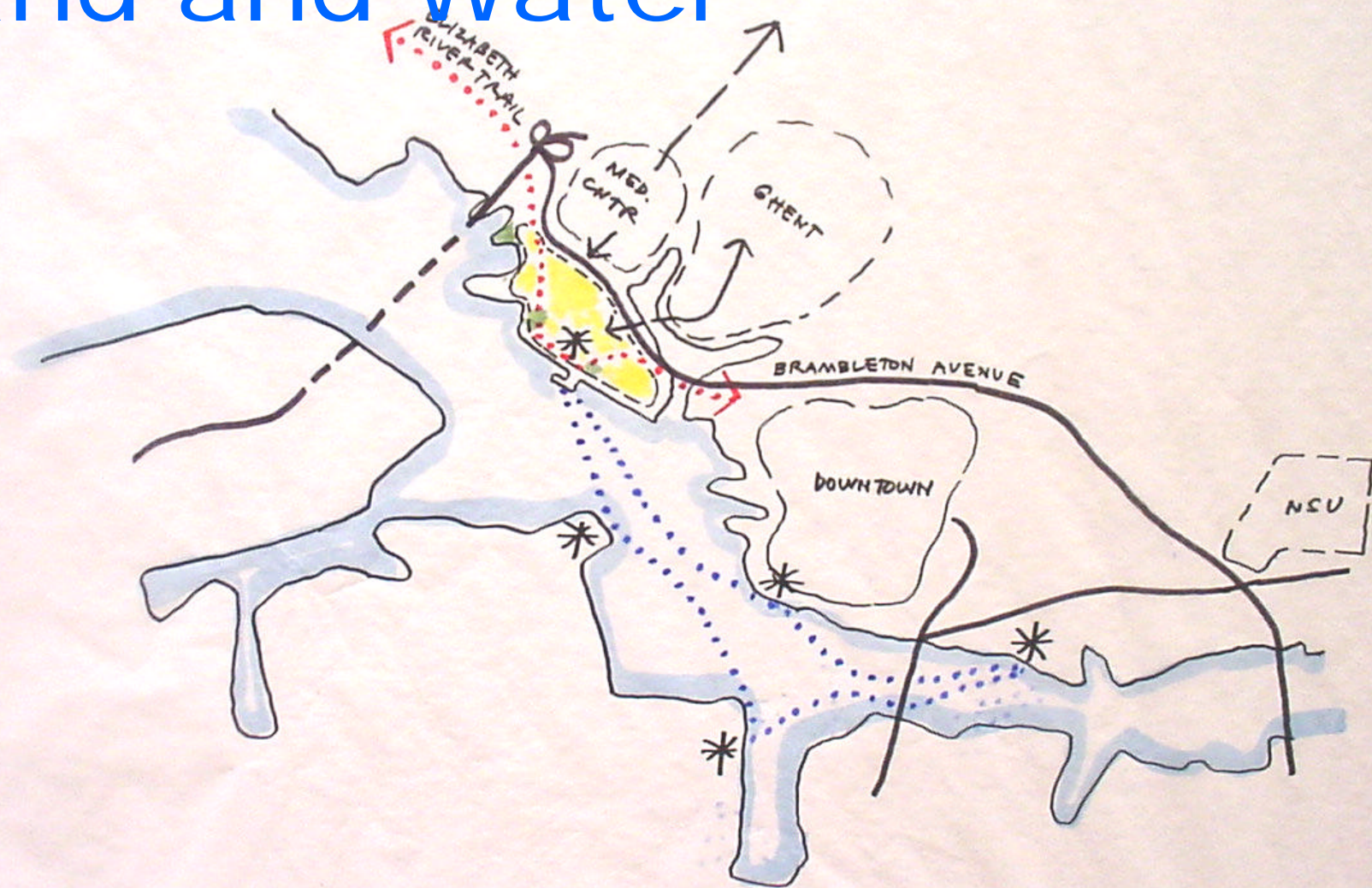
Creating a New Waterfront



Planning & Design Principles

- Strengthen linkages
- Establish a strong identity as an urban waterfront village
- Create public access along the the water's edge
- Expand the grid pattern and incorporate new uses in key locations w/ on-street parking
- Promote views of the water from the interior of the site by locating lower buildings and open spaces along the water's edge

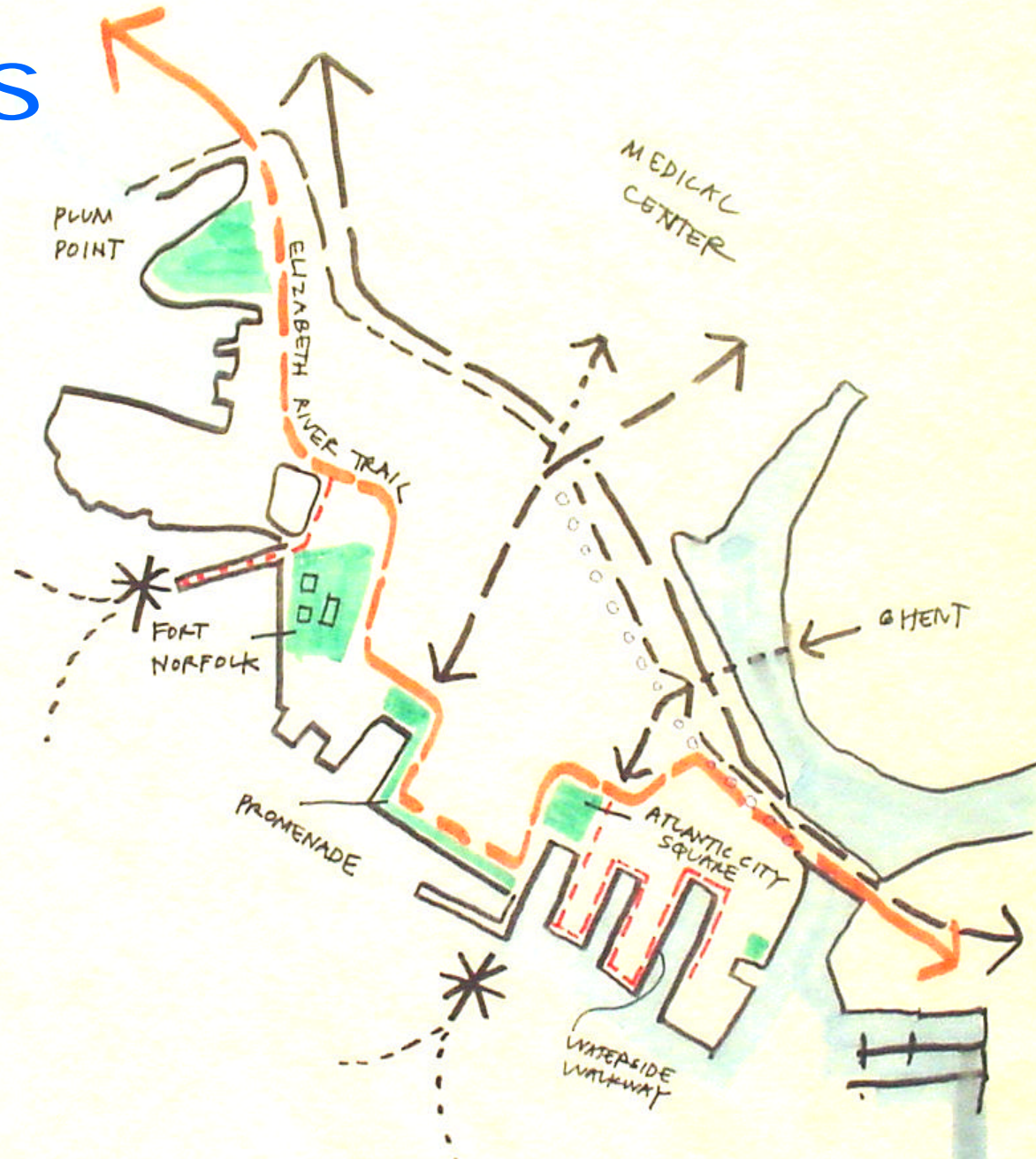
Building Connections on Land and Water



Creating a New Place



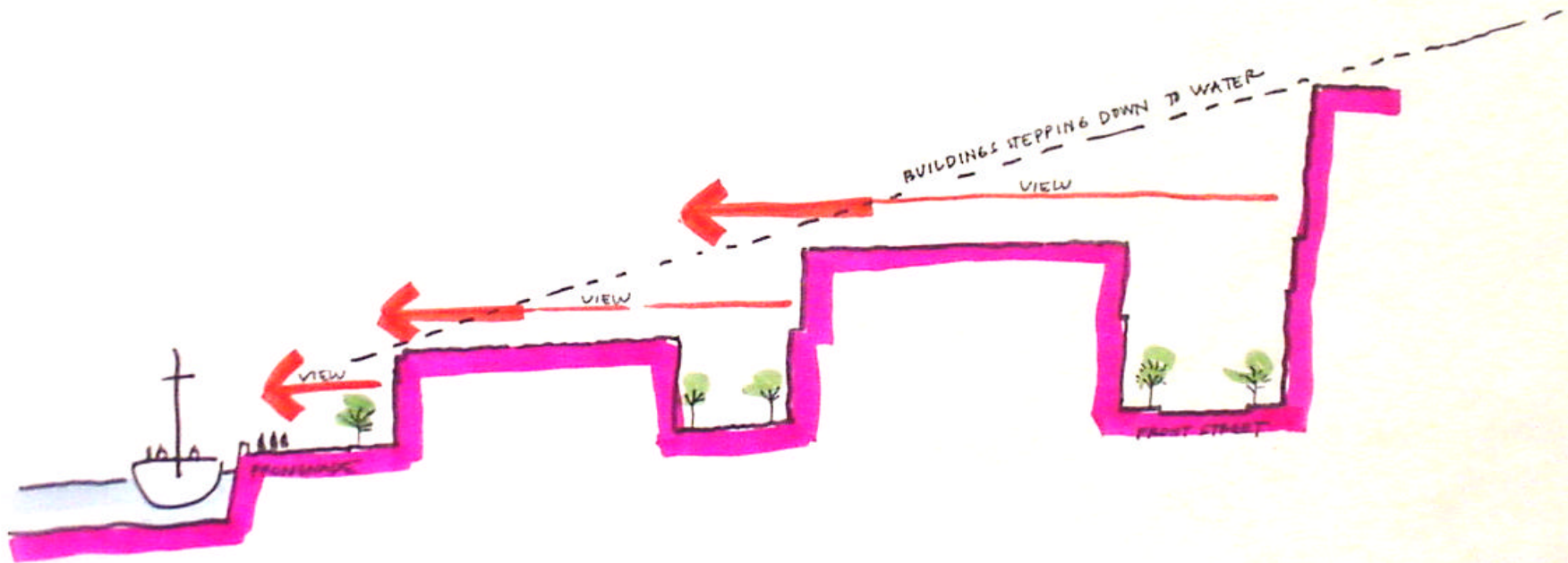
Waterfront Public Access



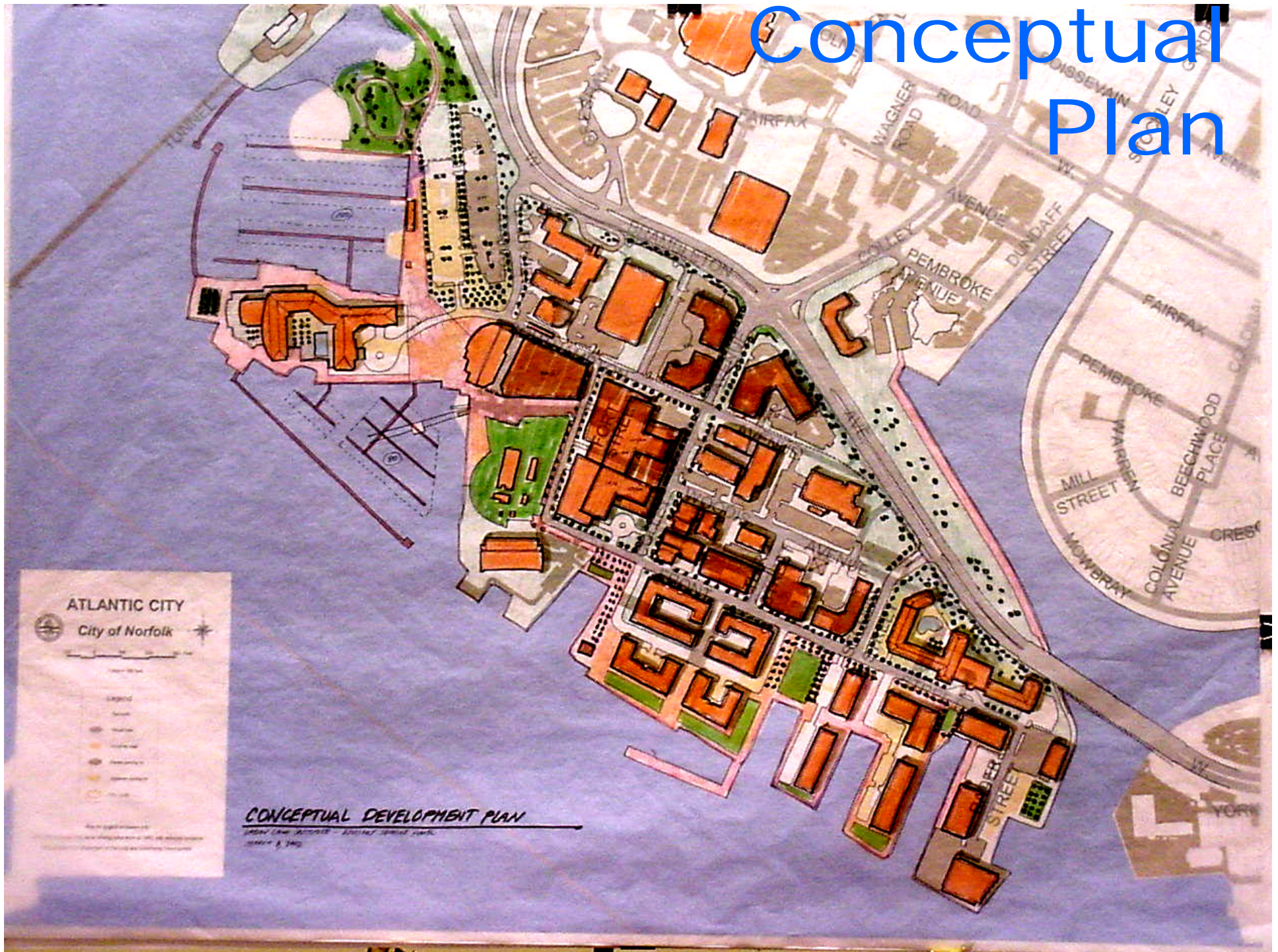
A Network of New and Existing Streets



Stepping Buildings Down to the Water



Conceptual Plan



Transportation

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Brambleton Avenue :

Important regional and local access

Additional traffic from Atlantic City

Barrier to Atlantic City

Improvements

- Brambleton/Colley

- 2nd signalized intersection

- Riverview access

- Widening Brambleton won't help

Regional Traffic:

Citywide study

Regional study and actions

Local option taxes

Transportation Demand Mgmt

Biking and walking

Telecommuting and teleshopping

Cruise Ship Terminal:

Not compatible with Atlantic City

Noise, trucks, parking

Feasible elsewhere, given:

Commitment and investment

Landside facilities

Terminal size

Fuel Bunkering

Light Rail System & Transit:

Relationship to Atlantic City

Investment Comparison

Fatal Flaw Analysis

- Traffic congestion

- Risk of starter system

- Ongoing subsidy

- Federal approval and funding

- Parking

Alternatives – electric bus, trolley

Implementation & Development Process

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Implementation & Development Process

A private/public partnership needs to be formed between the landowners and the City of Norfolk to meet the challenges of redeveloping this area.

Tools for Redevelopment

- The Fort Norfolk Business Improvement District
- The Fort Norfolk Development Authority
- Special Tax District
- Fort Norfolk Design Overlay District

The Development Process

The Development authority will:

- Conduct public hearings
- Retain consultant to develop detailed land plan and design standards
- Review all development proposals
- Finance infrastructure improvements

Special Tax District

- Property Assessments to Fund Improvements
- Tax Increment Financing
- Tax Abatement Incentives

Fort Norfolk Design Overlay District

- Consistent Development Character
- Controlling Height and Bulk
- Parking
- Landscaping and Open Space

Financing the Plan

Financing tools are:

- TIF bonds
- Tax-exempt revenue bonds
- Tax abatements
- Community development block grant (CDBG) and Section 108 funding

Phasing

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Phasing

- Phase 1 – Organizational / Planning / Public Process
- Phase 2 – Predevelopment and Financing
- Phase 3 – Development Implementation
- Phase 4 – Westside Opportunities

Next Steps

- Form the Business Improvement District
- Establish a Development Authority for the area
- Conduct public hearings run by the Development Authority
- Create the Special Tax District
- Designate the Design Overlay District

Special thanks to

- Mayor Paul Fraim
- Councilman Barclay Winn
- Regina Williams, City Manager
- Rod Woolard, Director Department of Development
- Randi Ferraro, Business Development Manager, Department of Development
- Numerous other public officials and over 75 community interviewees



ULI—the Urban Land Institute

Advisory Services Program